



SADC

Société
d'aide au développement
des collectivités

DES LAURENTIDES



ANNUAL REPORT 2011-2012



TEAM

**JACQUES
GARIÉPY**
GENERAL
MANAGER

**KARINE
BOURGEOIS**
SUSTAINABLE
DEVELOPMENT
CONSULTANT

**SYLVIE
BOLDUC**
BUSINESS
CONSULTANT

**RÉJEANNE
GAUTHIER**
ADMINISTRATIVE
ASSISTANT

**JOANNE
DAY**
BUSINESS
CONSULTANT

**MARIE-ISABELLE
POUPART**
LOCAL
DEVELOPMENT
CONSULTANT

**GABRIELLE
AUBIN**
MONITORING
OFFICER

**ISABELLE
PARÉ**
BUSINESS
MENTORING
COORDINATOR



**MARTINE
COURNOYER**
BUSINESS MENTORING
COORDINATOR

**ALSO CONTRIBUTING
THROUGHOUT
THE YEAR**

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MESSAGE FROM THE PRESIDENT AND GENERAL MANAGER



DIANE GINGRAS
PRESIDENT

Now more than ever at the service of the local community and acutely aware of current events on the national and international scale, the SADC des Laurentides has accomplished concrete results and actions this past year that consolidate our position as a major player in socio-economic development.

As such, we have directly assisted local business by issuing more than \$900 000 in financing and by providing over 1 000 hours of consultation to local entrepreneurs; in sustainable development (SD), with the support of Forum Jeunesse des Laurentides, the Desjardins Business Centre and the Tellier and Jasmin Family IGAs.

We have also highlighted our presence in Laurentian educational institutions and offered professional consultation support to businesses so that they may bring their SD action plans to fruition. With the collaboration of the CLD des Laurentides and des Pays-d'en-Haut, we have also been extremely active in business mentoring, by stimulating the creation and maintenance of 30 pairings; by organizing several breakfast meetings and cocktail receptions to facilitate mentoree-mentor introductions; by inviting Mr. Pierre-Karl Péladeau to speak on entrepreneurship during our first fundraising supper-conference in support of our business mentoring program. In local development: 54 candidates participated in the local segment of the Quebec Entrepreneurship Contest. And without a doubt, the visit of the Théâtre du Cristal, a troupe from Lorraine (France), with their play, "T'as vu l'autre" and above all, the "Criée publique des rêves et des colères de notre milieu", a public declaration of local dreams and anger, was indeed an unforgettable part of the year. Furthermore, the SADC des Laurentides sat on 35 local and regional boards of directors and committees. Finally, we have enjoyed constant local media coverage over the past year.

This massive effort is possible due to the enthusiasm and dedication of our incredible team of employees as well as to the professionalism and open-mindedness of our Board of Directors and Investment Committee members.

To conclude, we extend our appreciation to you: entrepreneurs, professionals, leaders of socio-economic organizations and financial institutions. Thank you for your trust and for maintaining profitable business relations with the SADC for the benefit of the greater Laurentian region.



JACQUES GARIÉPY
GENERAL
MANAGER



Diane Gingras, President



Jacques Gariépy, General Manager

A BIG THANK YOU!

The entire SADC des Laurentides team would like to express their sincere appreciation and gratitude to its partners, mentors, and volunteer members of the Board of Directors and Investment Committee for their commitment and dedication to the organization throughout the year.

2011-2012 BOARD OF DIRECTORS

President: Diane Gingras, Services RBDG inc.

Vice President: Simon Geraghty, Cinéma Mont-Tremblant

Treasurer: Johanne Roy, Caisse de la Vallée des Pays-d'en-Haut

Secretary: Nicole Lavigne, Spa Beauthérium

DIRECTORS

Clément Cardin, Mayor of Piedmont

Stephan Coderre, Desjardins Sécurité financière

Nicole Davidson, Mayor of Val-David

Claude Pouliot, Commission scolaire des Laurentides

Maxime Tessier, Banque Nationale

2011-2012 INVESTMENT COMMITTEE

Yves Corbeil, Intervex inc.

Éric Dargis, Fonds régional de solidarité Laurentides

Normand Durand, Les Reliures Caron et Létourneau Ltée.

Simon Geraghty, Cinéma Mont-Tremblant

Diane Gingras, Services RBDG inc.

Julie Paquin, Desjardins Cabinet de services financiers inc.

ALSO CONTRIBUTING THROUGHOUT THE YEAR

Dominique Fecteau, Barbe et Robidoux, arpenteurs géomètres.

FINANCING

In 2011-2012, the SADC des Laurentides allowed for the creation of 44 jobs and the maintenance of 201 others. Investments of more than \$5 million were made in our territory, with financing in the amount of \$902 500 from our SADC representing leverage of more than 5 to 1.

FINANCED PROJECTS BY ACTIVITY SECTOR

	Commerce	Services	Restaurant and Hospitality	Distribution	Manufacturing	Agri-Food	Total
Investment Fund	1	2	3	–	1	–	7
Succession Loan	1	2	–	–	1	–	4
Youth Strategy	2	2	3	1	2	1	11
Total	4	6	6	1	4	1	22

FINANCED PROJECTS BY TYPE

	Growth	Business Transfer	Start-up	Modernization	Total
Investment Fund	5	–	2	–	7
Succession Loan	–	4	–	–	4
Youth Strategy	3	1	4	3	11
Total	8	5	6	3	22

INVESTMENT BY TYPE OF LOAN

	No. of financed projects	Jobs created	Jobs maintained	SADC investment	Overall investment generated
Investment Fund	7	25	116	\$375 000	\$2 255 334
Succession Loan	4	1	68	\$390 000	\$1 853 000
Youth Strategy	11	17.5	17	\$137 500	\$980 875
Total	22	43.5	201	\$902 500	\$5 089 209

SOME BUSINESSES SUPPORTED BY THE SADC IN 2011-2012



ACCESSMOD'ELLE INC.

A reasonably-priced fashion accessory boutique for women in Mont-Tremblant.



CARROSERIE XPERT VAL-MORIN

A body shop specializing in auto body repair and car painting in Val-Morin.



ESPRESSO SPORTS – CAFÉ DE LA GARE

A café-bistro featuring healthy menu items and boutiques that specialize in cycling, cross-country skiing, running, etc. in Sainte-Adèle.



EXTERMINAPRO

Laurentian-based extermination specialists located in Sainte-Adèle.



LA HUCHE À PAIN FABRICATION ARTISANALE

Bakery and Pastry shop located in Sainte-Agathe-des-Monts.



LA GRANGE

Boutique / Café / Bistro / Terrasse / Take-out, in Morin-Heights.



L'ESPRIT DU LIEU, COOPÉRATIVE DE TRAVAIL

A cooperative of artisans based in Val-David that offers products and services related to healthy and ecological buildings.

CONSULTATION SERVICE

In 2011-2012, some 115 projects benefitted from over 1540 hours of support, representing 22 authorized and financed projects, 27 technical support projects, 88 monitored businesses and 56 requests for information regarding start-up, expansion, modernization, succession planning, human resources and/or consultation in all business areas.

BUSINESS MENTORING

IT WORKS!

Mentoring for entrepreneurs significantly improves a new company's potential to succeed.

BUSINESS MENTORING, A UNIQUE TOOL!

Since 2003, the SADC des Laurentides has offered a business mentoring service to all entrepreneurs within the MRC des Pays-d'en-Haut and des Laurentides territories. This service is available to all entrepreneurs, no matter their age or level of experience.

2011-2012, A YEAR OF FIRSTS!

In September 2011, the SADC des Laurentides joined the Fondation de l'Entrepreneurship, which brings together some 2 100 mentors across Quebec, as well as the Conseil régional de mentorat des Laurentides (CRMLAU).

In May 2011, the SADC organized its first fundraising supper-conference in support of its business mentorship program so as to ensure the continuity of this valuable free-of-charge service. Close to 300 guests participated in the networking cocktail event and attended the lecture presented by Mr. Pierre-Karl Péladeau, President and Chief Executive Officer of Quebecor inc. and Chairman of the Fondation de l'Entrepreneurship.

BUSINESS MENTORING SERVICES, IN STATISTICS!

- 20 mentors including 2 captain-mentors.
- 30 active pairings throughout the year including 12 new couples.
- 4 breakfast meetings for mentors.
- 2 networking sessions for mentors and mentorees.
- 300 mentoree follow-ups performed.
- 443 volunteer hours spent by mentors.

MENTOREE ADVANTAGES!

- Benefit from a mentor's professional and life experience.
- Participate in networking activities.
- Push your thought processes, imagine new opportunities.
- Reduce work-related stress and establish a better personal-professional life balance.
- To find support, reduce isolation, etc.



Thank you to our partners:



SUSTAINABLE DEVELOPMENT CONSULTATION SERVICE

The year 2011 marked the SADC's fourth year of sustainable development (SD) support to businesses. This service provides consultation support and technical assistance to organizations who wish to implement SD into their operations.

In 2011-2012, 5 organizations received assistance to develop their SD action plan:

- Club de Golf de Val-Morin;
- Saint-Sauveur Valley Chamber of Commerce;
- Parc de la Rivière-du-Nord;
- Développement durable Rivière-du-Nord;
- Rendez-vous de la Relève 2012.

INTERNAL ACTIONS

- Recovery of over 95% of residual materials;
- Compensation of the equivalent of 13.87 tonnes of CO₂ generated by corporate activities and employee travel;
- Participation in the Défi Climat 2012 campaign;
- Organization of 2 Rendez-vous Durables (Sustainable Development Meetings).

A PROJECT WITH THE SADC NETWORK

This project now includes 26 SADC across Quebec. Network members have access to SD tools and technical support in order to offer or improve this service for their clients. Already well-established in SD, the SADC des Laurentides has assumed the recognition portfolio for this provincial project.

REGIONAL PROJECTS

- Partnership with the CRE Laurentides in the implementation of its residual material management project with an awareness officer.
- Partner in the regional Défi Climat campaign.
- Finalist in the 2011 Desjardins Awards in Sustainable Development.

YOUTH PROJECTS

- Information kiosk on residual waste management and Improvisation Match on recycling at the Polyvalente des Monts: outreach of over 1 000 young people.
- Dr. SADC (SD Consultant) on tour visiting 6 classes at École Sainte-Marie in Val-David.
- Project to reduce waste and improve recycling practices over the lunch hour at École Saint-Joseph in Sainte-Adèle: outreach of 350 children.

LEADER OF THE GOLF COMMITTEE

The pilot project with the Club de Golf de Val-Morin is currently underway, with a training session to invite regional golf courses to launch a similar process within their own operations planned for September 2012. The Organizing Committee is comprised of the SADC des Laurentides, ABRINORD, AGIR pour la Diable, CRE Laurentides and the Créneau d'excellence Tourisme de villégiature quatre saisons.



Thank you to our financial partners:



14TH EDITION OF THE QUEBEC ENTREPRENEURSHIP CONTEST

The Société d'aide au développement des collectivités (SADC) des Laurentides inc. is happy to announce the results of the 14th edition of the Quebec Entrepreneurship Contest, Local Business Creation category. This year, 32 projects submitted by 54 candidates were presented in one of six official Contest categories. Six winners, three favourites and one recipient of the Local Prize in Sustainable Development (SD) offered by the SADC were recognized at the Théâtre Saint-Sauveur last April 12.

Furthermore, before an audience of 250 people, we launched our new corporate image in grand style, establishing ourselves as a major player in our region's economic development; this new wind that accompanies our new image will only heighten our presence and assistance to various local projects.

WINNERS

- Bio-Food Industry: Frugalités Divines (Sainte-Agathe-des-Monts)
- Commerce: Fromagerie Mont Tremblant Inc. (Saint-Faustin-Lac-Carré)
- Social Economy: L'esprit du Lieu, coopérative de travail (Val-David)
- Exploitation, Transformation, Production : Créations Yarox (Huberdeau)
- Technical and Technological Innovation: Viens Mini-Entrepôts (Val-David)
- Services: AventuresParc (Mont-Tremblant)

FAVOURITES

- Yogo Yogourt mojo yogourt (Saint-Sauveur).
- La Coopérative de Solidarité Café O'Marguerites (Sainte-Marguerite-du-Lac-Masson).
- Croque Paysage (Val-David).

RECIPIENT OF THE LOCAL PRIZE IN SUSTAINABLE DEVELOPMENT

- Coopérative les Jardins du Soleil Levant (Val-David).

RECIPIENT OF \$500 IN SUSTAINABLE DEVELOPMENT SUPPORT (CONTEST)

- Jean-Charles Halgand de L'Adolphe (Saint-Adolphe-d'Howard).

concours-entrepreneur.org

Thank you to our major partners:  **Desjardins**
Caisses des Laurentides-Nord

LE JOURNAL DES
PAYS-D'EN-HAUT
LAVALLÉE

cime **103.9** **101.3**
Le Pithon des Laurentides



**QUÉBEC
ENTREPRENEURSHIP
CONTEST**
NATIONAL WINNER



CONGRATULATIONS ON
YOUR
AWARD!

Croque Paysage from Val-David: National Winner, Services to Individuals category.

Croque Paysage is an edible landscaping specialist. The company offers design, consultation, training and development services in edible landscaping in addition to producing nursery stock so as to encourage organic and local food consumption.

croquepaysage.com

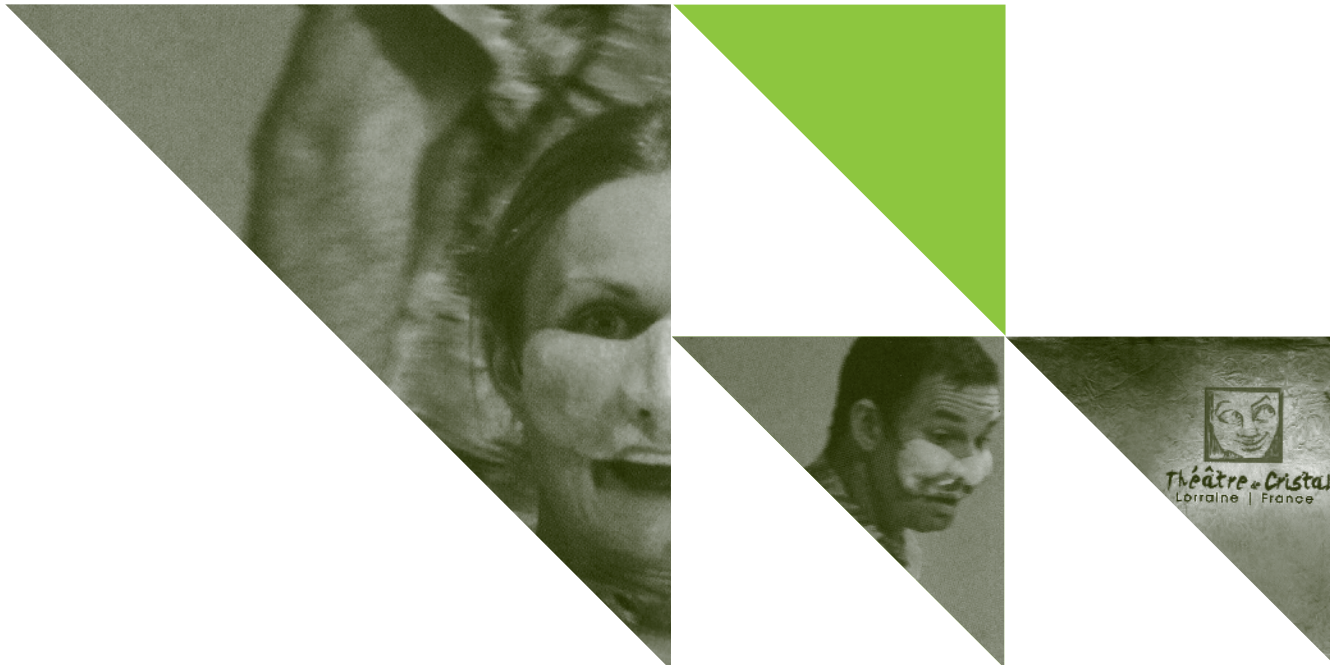
A VISIT BY THÉÂTRE DE CRISTAL, LORRAINE (FRANCE)

WHEN THEATRE MAKES YOU THINK...

The SADC demonstrated its creative, avant-garde nature by inviting four members of the theatrical troupe, the Théâtre de Cristal, to visit our territory in Fall 2011.

In fact, this company represents an example of local development in an impoverished community in France. Through theatre and all its socio-cultural activity, this initiative successfully revitalized the Lorraine region. Here in Quebec, theatre courses were graciously offered at the Polyvalente A.N. Morin in Sainte-Adèle, with a play on human differences and their acceptance subsequently presented at the Théâtre du Marais in Val-Morin. And finally, the highlight of their tour, a public declaration of the dreams and anger of some 300 people encountered during their stay was presented by the Perroqueurs. One hundred people attended the plays and fifty socio-economic partners were on hand during the final public declaration. Strong, long-lasting ties were made between the Office franco-québécois pour la jeunesse and the Forum jeunesse des Laurentides. Mont-Habitant and the Mayors of Piedmont, Saint-Sauveur and Val-David provided funding for their visit. Extraordinary texts were gathered, a collection of which will be available at our AGM. Poverty, solitude, youth in society, tourism and economic development were the primary themes put forth during the theatrical presentation: "an overall reflection of Laurentian community thinking", according to Isabelle Houle of the Journal La Vallée-Pays-d'en-Haut newspaper. "Sometimes funny and absurd or even deep and contemplative, tugging at your heart strings, making you think and laugh", according to Nathalie Vigneault of the Journal L'information du Nord de Sainte-Agathe newspaper.

As a result of Théâtre de Cristal's visit, the SADC was nominated as a finalist for the Les Vivats 2012 Awards in the Socio-Economic Commitment, Major Public Events: a wonderful Quebec honour! With this unique project, the SADC team put forth another way to distinguish the organization in the community: to use culture as a development tool fits squarely within the social aspect of our operations, underlines the SADC General Manger.



2011-2012 LOCAL DEVELOPMENT PARTNERSHIPS

ADVISORY COMMITTEES

- Board of Directors, Cégep de Saint-Jérôme;
- Board of Directors, Transport adapté et collectif des Laurentides;
- Business Sustainable Development Committee, SADC Network;
- Committee, Rendez-vous de la Relève 2012;
- Communal Investment Committee, CLD des Pays-d'en-Haut;
- Finance Committee, Quebec SADC Network;
- Investment Committee, SADC Network;
- Jurys for the galas of 3 of the territory's Chambers of Commerce;
- Laurentian Campaign Cabinet, UQO;
- Laurentian Regional Mentorship Advisory Committee (CRMLAU);
- Local Laurentian Investment Fund, CLD des Laurentides;
- Permanent Representatives Committee, SADC Network;
- Self-Employed Worker Support Program, CLD des Pays-d'en-Haut;
- Social Economic Investment Fund, CLD des Pays-d'en-Haut;
- Young Promoters Fund, CLD des Pays-d'en-Haut.

LOCAL ECONOMIC DEVELOPMENT

- Advisory Committee, Employeur de choix program;
- Board of Directors and Communication Committee, Théâtre du Marais;
- Board of Directors, CLD des Pays-d'en-Haut;
- Board of Directors, Musée d'Art Contemporain des Laurentides;
- Board of Directors, the Saint-Sauveur Valley Chamber of Commerce;
- Committee, Défi Climat;
- Committee, LEDCD;
- Committee Skiez-Réseautez, MRC des Laurentides et des Pays-d'en-Haut;
- MRCL Community Development Committee;
- MRCL Youth Committee;
- Organizing Committee, Regional Division, 14th Quebec Entrepreneurship Contest;
- Regional Jury, 14th Quebec Entrepreneurship Contest, Business Creation Category;
- Sustainable Transport Committee, UQO;
- Work-Retirement Conciliation Committee.

YOUTH COMMITTEES

- Board of Directors, Carrefour jeunesse emploi (CJE) des Pays-d'en-Haut;
- Committee, Murale 2012 initiative by the Maison des jeunes (MDJ) de Ste-Adèle;
- Ethics, General and Communication By-Law Sub-Committees, FJL;
- Executive Council, Forum jeunesse des Laurentides (FJL);
- Local Jury, 14th Quebec Entrepreneurship Contest, Student Category.

COMMUNITY

- Honorary President, fundraising campaign for the Laurentian Chapter, Quebec Division of the Multiple Sclerosis Society of Canada (March of Hope) 2012.

TRAINING

HOW TO WRITE FOR THE WEB FOR SMALL AND MEDIUM BUSINESSES

- 20 people;
- November 8 and 22, 2011;
- In collaboration with Emploi-Québec Laurentides and the CLDPDH.

SUSTAINABLE SEMINARS AT THE SADC

- 45 people – November 9, 2011;
- 30 people – March 27, 2012.

WORKSHOP: MARKETING AND SOCIAL MEDIA (ENGLISH)

- 15 people;
- February 17, 2012;
- In collaboration with the FEL.

EXPAND AND MAINTAIN YOUR CLIENTELE

- 5 SADC commercial clients;
- March 2012 (and individual work in businesses).


COMMUNICATION (AND NEW CORPORATE IMAGE)

- Bilingual web site, version 2.0.
- Calendar of training sessions offered to entrepreneurs.
- Communication habits survey.
- Monthly newsletter.
- Press coverage: over 125 articles and mentions.
- Sustainable Development on Twitter: 650 followers.





WE HAVE THE EXPERTISE WHEN IT COMES TO BUSINESS FINANCING, CONSULTING,
LOCAL DEVELOPMENT, BUSINESS MENTORING AND SUSTAINABLE DEVELOPMENT.



“Société d’aide au développement des collectivités (SADC) des Laurentides inc.”

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August 2012



Notre rapport annuel est également disponible en français.



Canada Economic Development supports financially the SADC.